

TO: Mr. Wyrosdick & School Board Members

FROM: Conni Carnley: Asst. Supt. for Human Resources

DATE: September 27, 2018

RE: Instructional Leadership Faculty Development Grant

Please see the attached contract proposal as part of the 2018-19 Instructional Leadership Faculty Development Grant. We are seeking approval from the School Board to add this as part of the grant expenditures.

August 30, 2018

Santa Rosa County School District

Conni Carnley, Assistant Superintendent of Human Resources

Mike Thorpe, Director of Professional Development and Instructional Technology

Dear Ms. Carnley,

Thank you for the opportunity to partner with the Santa Rosa team this year. We are excited to help you create a more feedback-driven, growth-centered culture through BetterLesson Coaching for 12 School Leaders, from September 17, 2018 through May 31, 2019. This proposal is designed to match your vision with BetterLesson's customized approach to capacity building.

Partnership Outcomes

Santa Rosa County Schools and BetterLesson will work together via strategic planning conversations to develop and finalize a set of outcomes that will best support our partnership vision. School Leaders will receive PLC and one-to-one coaching to:

- Better support teachers to develop and reflect on goals that support student growth and achievement.
- Provide teachers with actionable feedback that helps reflect on instructional practice to support improved pedagogy and improved student outcomes.
- Model and role-play difficult conversations that are necessary for growth to occur.

Programs and Products Included

BetterLesson PLC Coaching for School Leaders

School Leaders will become better Instructional Leaders by improving communication and providing teachers with actionable feedback on their instructional practice. A BetterLesson Coach will work with your School Leaders to ensure they have the competencies, resources and depth required to support their educators on the latest learner-centered pedagogies. As participating leaders begin to work directly with their teachers in the BetterLesson Coaching model, coaches may choose to utilize some of their coaching conversations in a flexible way to support them as needs arise, including role-playing coaching conversations, unpacking, debriefing, and providing recommendations on conversations that School Leaders are having with teachers, and looking at data collaboratively. Your leaders will get access to:

- *BetterLesson Virtual Coaching.* Monthly sessions with a BetterLesson Master Coach are included. During each one-to-one coaching session, your leaders deepen their ability to build instructional coaching capacity. Your School Leaders will also get access to flexible bonus 1:1 virtual coaching sessions to target specific areas of need, as well as continuous on-demand support outside of their virtual coaching sessions.
- *BetterLesson PLC Coaching.* Your School Leaders will be teamed in groups of 3 to facilitate productive role-playing, modeling effective practice in providing constructive feedback, and to learn from one another. PLC and one-to-one sessions will alternate bi-weekly so that leaders collaborate during PLC sessions but get one-to-one, targeted support in between PLC sessions.
- *BetterLesson's Professional Learning Lab.* The BetterLesson Lab includes: a) premium strategies that are tailored to support your coaches' challenges *and* your district focus areas; and b) proprietary tools that make it simple for your coaches to make learning visible on an ongoing basis
- *Growth Portfolio.* A digital growth portfolio capturing artifacts of teacher/student work and progress toward focus areas.

Strategic Implementation Planning

To ensure that we maximize the impact of BetterLesson Coaching in Santa Rosa County Schools, we assign a member of BetterLesson's Partner Success Team to you at the outset of our partnership. This team will work in tailored and collaborative ways with your point people—including school and system leaders—to get your programs off the ground and create results in your classrooms.

Your Partner Success Manager will work with you during the implementation planning phase to ensure:

- *Alignment on Vision and Outcomes:* We will align our programs to the goals, instructional outcomes, and needs of your students and educators.
- *A Successful Partnership Launch:* We will engage with you in a strategic planning conversation to understand your context and help you plan a roll-out process that sets our partnership off on the right foot.
- *Registration:* We will work with you to ensure that your leaders complete our registration process and have the information they need to build understanding and investment about our work with them.
- *Educator Professional Development Credit and Accountability:* If applicable, we will work with you to determine how your leaders can calculate professional development hours for their work with BetterLesson.

Alignment, Support and Reporting on Impact

As our partnership progresses, our Partner Success Team will be in regular communication with Santa Rosa County Schools stakeholders. We will review progress, get feedback, and ensuring alignment in an ongoing way.

- *Partnership Meetings:* We will establish a regular meeting cadence (e.g., every six weeks) to:
 - share qualitative and quantitative data regarding participant progress,
 - ensure continued alignment toward identified outcomes, and
 - troubleshoot and solve challenges.
- *Customized Dashboard:* BetterLesson creates customized dashboards to give you insight into the work of your leaders who are working with our Coaches. Dashboards include both a high-level view of progress your educators are making toward agreed-upon outcomes, as well as a leader-by-leader snapshot of the strategies, artifacts, and reflections they are sharing with our Coaches to track their progress.

Thank you for the opportunity to partner with Santa Rosa County Schools to support your School Leaders in their work to improve instructional practice and student learning. I have attached a custom price proposal and timeline of next steps on the following page.

Kind Regards,

Jacin Suskin



Proposal Pricing for Santa Rosa County Schools: BetterLesson Coaching for District/Mentor Coaches

This proposal is valid through the end of business CDT on September 30, 2018 and BetterLesson programs and licenses will be available for use through the 2018/19 school year.

BL Product	SY 18/19 Program Rate	Quantity	Total Cost	Notes
BetterLesson One-to-one Coaching for School Leaders (September 2018 - May 2019)	\$2,500	12	\$30,000	8 monthly sessions + 5 flex sessions
BetterLesson PLC Coaching	\$4,250 \$2,850	4	\$11,400	8 monthly sessions, (4) groups of 3 Leaders. 33% discount off standard price
Total			\$41,400	

Partnership Timeline

In order to ensure that our partnership gets off to a strong start, we have assembled a timeline of actions for you and your team to consider.

Timeline	
WHEN	WHAT
October 1, 2018	Santa Rosa County Schools leadership agrees internally to the proposed partnership and issues a purchase order.
October 1 - 5, 2018	BetterLesson and Santa Rosa County Schools leadership develop and prepare a launch plan, including clear parameters, goals, outcomes, and a detailed roll-out strategy for the partnership.
October 8 - 12, 2018	BetterLesson facilitates virtual kickoff for Santa Rosa County Schools participants. School Leaders are introduced to BetterLesson Coaches and register their BetterLesson accounts.
October 15, 2018	Santa Rosa County Schools leadership signs and returns BetterLesson's Student Data Privacy Policy .
October 15, 2018 - May 31, 2019	Participants receive BetterLesson 1:1 coaching
January 2019	BetterLesson Partner Success Manager and Santa Rosa County Schools leadership team discuss mid-year progress towards partnership goals.
May 2019	BetterLesson and Santa Rosa County Schools leadership review partnership and confirm specific partnership plans for school year 2019-20.



Purchasing Agreement

- 1. Term: October 2018 - May 2019
- 2. Payment Schedule: The total of \$41,400 will be invoiced upon receipt of this completed Order Form and/or Purchase Order. Payment terms NET30.
- 3. Authorized Administrator Signatory:
 - a. Name: Tim Wyrosdick
 - b. Title: Superintendent
 - c. Email: wyrosdickt@santarosa.k12.fl.us

Customer designates the above individual as its Authorized Administrator Signatory. "Authorized Administrator Signatory" is an authorized representative with the authority to review and agree to all end-user license agreements and terms of use and acknowledge all privacy policies associated with the BetterLesson Coaching subscription service. All access to and use of the BetterLesson Coaching Platform subscription service is conditioned upon the review of and agreement to all applicable end-user license agreements and terms of use, and the review and acknowledgement of all applicable privacy policies, including, without limitation, the BetterLesson Coaching terms and conditions located [here](#), which are incorporated herein by reference, by such authorized representative on behalf of Customer and Authorized Users.

BetterLesson, Inc.
 Name: Alex Grodd
 Title: Founder & CEO, BetterLesson

Santa Rosa County School District
 Tim Wyrosdick
 Superintendent

Signature: 

Signature: _____